

ERIH Annual Conference 2017
INDUSTRIAL TOURISM
Linking the past with the present and future

September 20 – 22, 2017
Copenhagen, Denmark

INDUSTRIAL TOURISM

S. João da Madeira
Portugal

Alexandra Alves
Coordinator of Industrial Tourism



show the operation of its businesses and
the quality of the products



**TOURISM IN
INDUSTRY**

allow to discover and save the knowledge of how certain products were made or how a society was organized at a given moment



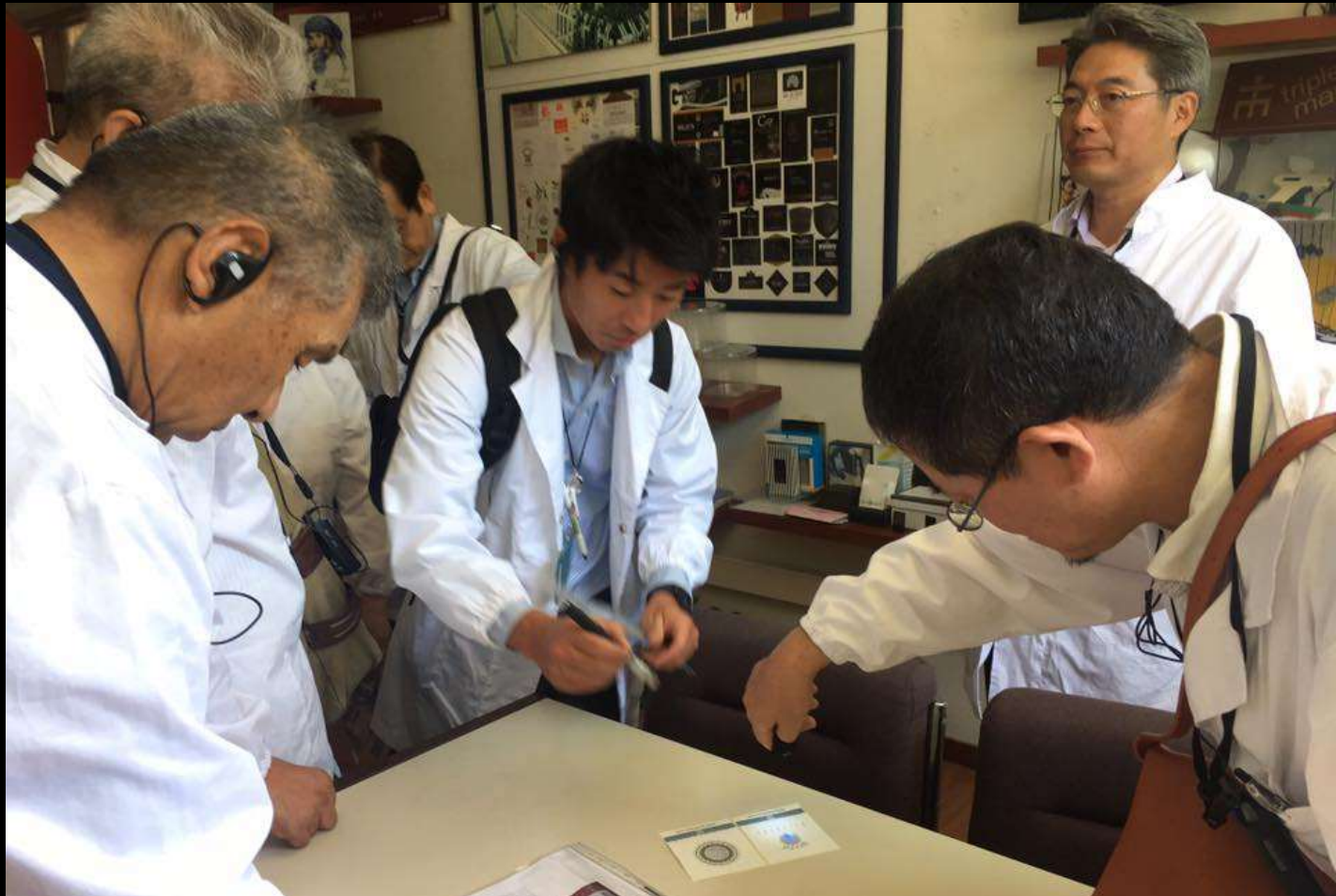
**TOURISM IN
INDUSTRY**

discover behind the scenes, admire the innovations of man, and
know more about the manufacture of the products



**A LEARNING
TOURISM**

satisfying all the expectations of tourists who wish to design
their own prog ram tourist experience



**A LEARNING
TOURISM**

develop the brand image of the company while promoting the value of their *savoir faire* and local identity



A LEARNING TOURISM

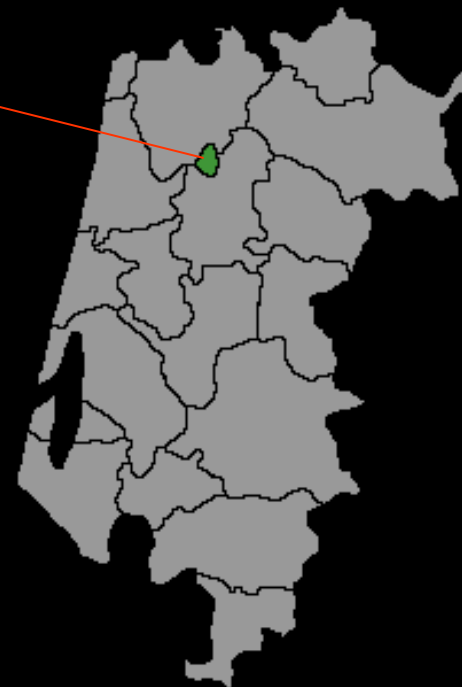




S. JOÃO DA MADEIRA A CASE OF SUCCESS



LOCATION



The city of **S. João da Madeira** is located in the district of Aveiro, 20 minutes from Porto and having an area of 8.1 km².



S. JOÃO DA MADEIRA A CASE OF SUCCESS

Industrial Tourism was launched in January 2012, by the city council of S. João da Madeira.

Consisting of a set of **industrial circuits**, with the objective of combining the preservation of the **industrial archaeological legacy** with the promotion of the **traditional industries** and the **creative and technological industries**, through the visitation of different factories in the town.



combines the preservation of industrial buildings to adapt to the new economic, social and cultural city



**S. JOÃO DA MADEIRA
A CASE OF SUCCESS**

create thematic tourism products capable
to attract tourists



**S. JOÃO DA MADEIRA
A CASE OF SUCCESS**

S. JOÃO DA MADEIRA A CASE OF SUCCESS



DIFFERENTIATION

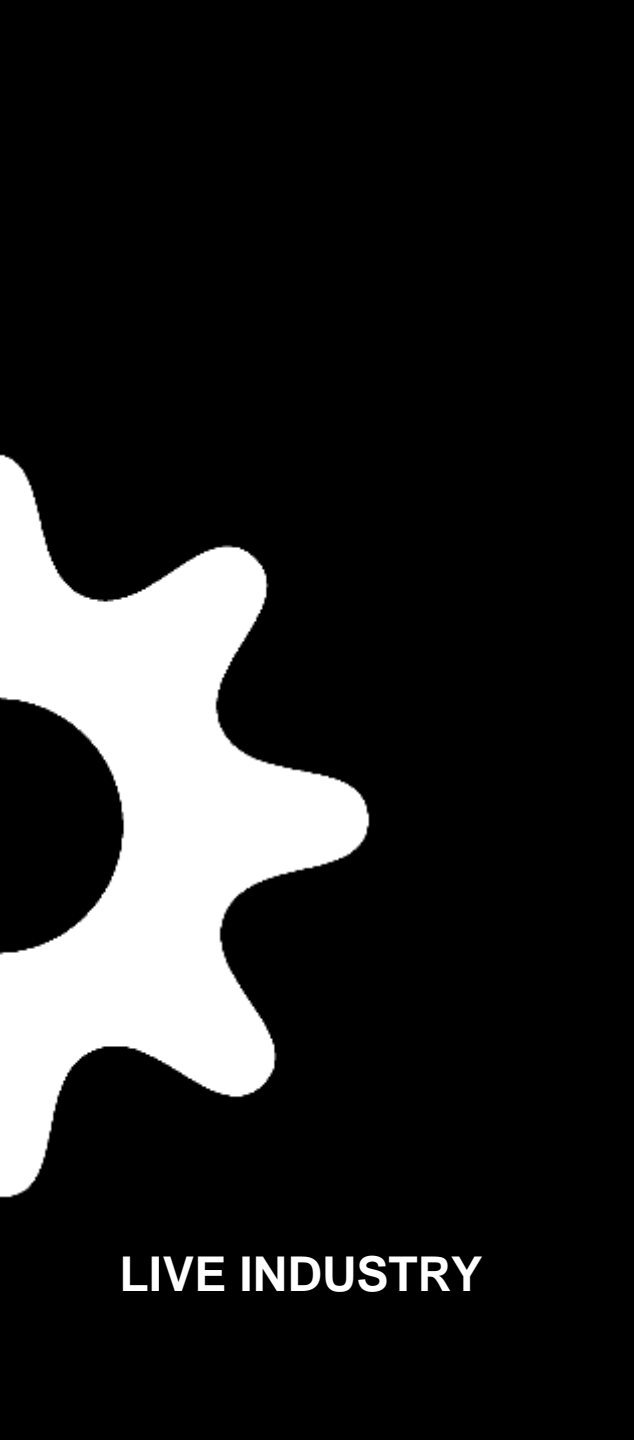
Diverse thematic circuits

Proximity to industrial diversity

Preservation of industrial heritage

Free management and planning of visits

**RESOURCES
OPERATION**



LIVE INDUSTRY

Flexitex
Indústria Têxtil
Textile Industry



mola flex
Fábrica de Colchões
Mattress Factory


Artes Gráficas
Graphic Arts




Etiquetas
e Passamanarias
Labels and Textile Accessories


CORTADURIA
Transformação de Pêlo
Fur Transformation




FEPSPA
Fábrica de Feltros
Felt Factory


Indústria de
Calçado Masculino
Male Shoes Factory



Helsar*
Indústria de
Calçado Feminino
Lady Shoes Factory


Fábrica de Lápis
Pencil Factory



Indústria Viva
Live Industry



**INDUSTRIAL
HERITAGE**

**TECHNOLOGIC
INDUSTRY**


sanjotec
Centro Tecnológico
Technologic Center


**Incubadora de
Indústrias Criativas**
Incubator of
Creative Industries

Património Industrial
Industrial Heritage

**Oliva
Circuito
do Ferro**
Oliva
Iron Circuit

Indústria tecnológica
Technologic Industry

 **ctcp** Centro Tecnológico
do Calçado de Portugal


**Centro Tecnológico
do Calçado**
Shoe Technologic Center

 **ACADEMIA
DESIGN E CALÇADO**
EFREC

**Academia de
Design e Calçado**
Design & Shoe
Academy

MC
MUSEU do CALÇADO
Shoe Museum

Museu do Calçado
Shoe Museum

 **museu chapelaria**
MUSEU DA CHAPELARIA

Museu da Chapelaria
Hat Museum

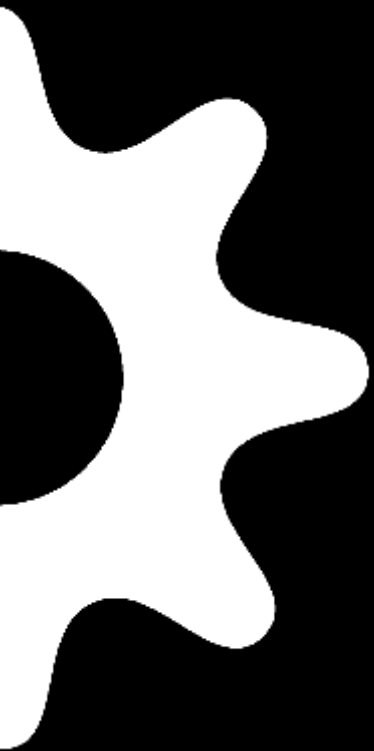
WELCOME CENTER

Management, planning and organization of groups;

Safety and hygiene equipment;

Audio systems;

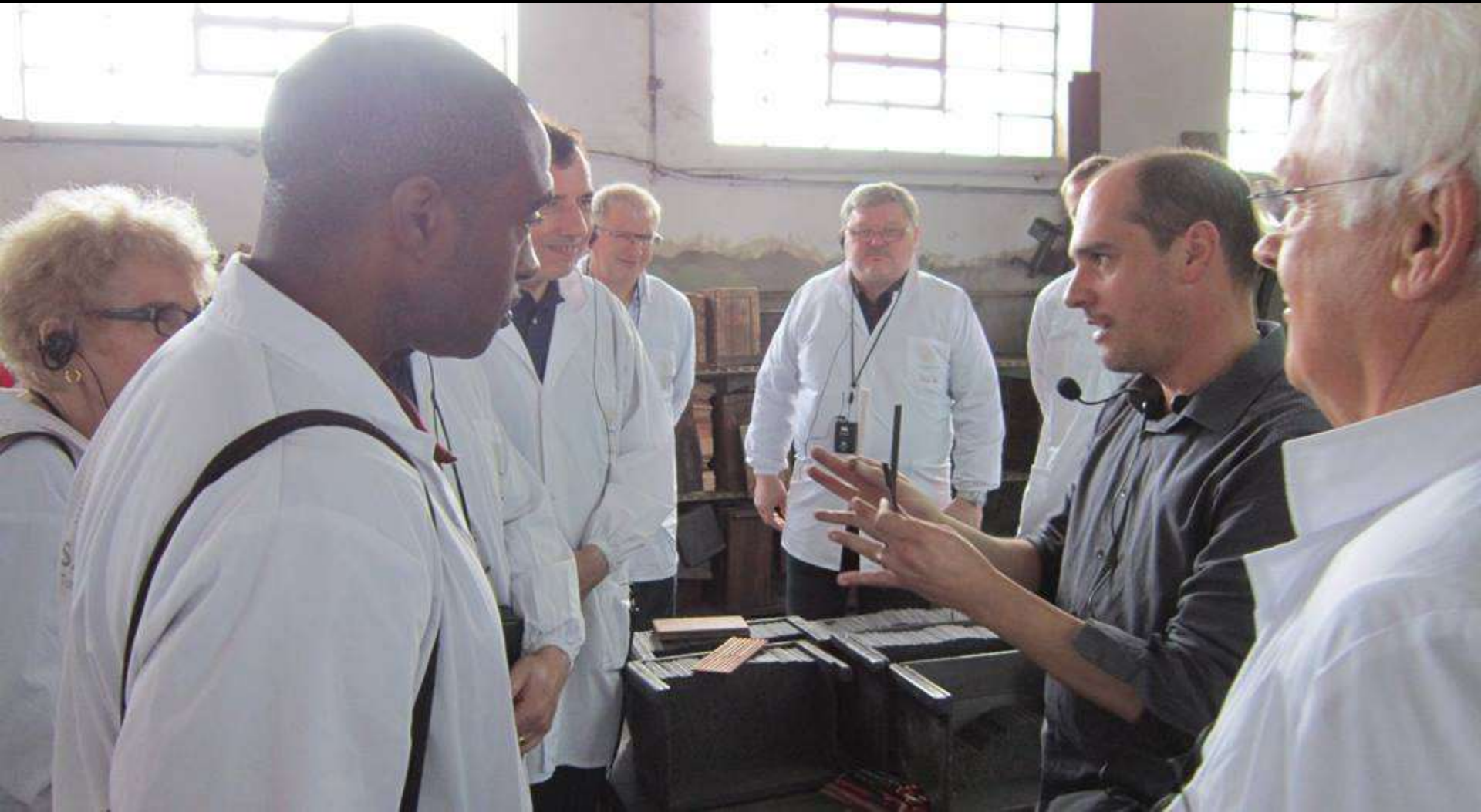
Specialized monitors.





**RESOURCES
OPERATION**




+ 120 000 VISITORS IN 5 YEARS





+ Value for companies

- 
- 
- More responsibility of companies for their social and corporate duty
 - Increased of creative and innovative inputs
 - Storefront for your environmental behavior
 - Attracting new workers
 - More proximity
 - Increased of productivity
 - Direct product sale



**More
local and regional
attractiveness**

+ Value for people

- 
- 
- Motivation of workers who see their work recognized
 - Demystification of less positive ideas about industry
 - More proximity of the younger to industry



**More
preparation of
Human Resources**

Value to the region

- 
- 
- Territorial, cultural and tourist identity mark
 - Approach to industry
 - Education for revitalization of industrial spaces
 - Building an emerging economy
 - Live Local Network
 - Boosting the local economy



**More
life quality and
local development**



**BREATHE AGAIN
INDUSTRY**





*Tell me and I'll forget;
Teach me and I'll remember;
Involve me and I'll learn.*

Thank You

**Industrial Tourism
Services**



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Welcome Center

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